

DROUIN EXHIBIT 6

SEX AND TECH

RESULTS FROM A SURVEY OF
TEENS AND YOUNG ADULTS



SEX AND TECH



RESULTS FROM A SURVEY OF TEENS AND YOUNG ADULTS

In an effort to better understand the intersection between sex and cyberspace with respect to attitudes and behavior, The National Campaign to Prevent Teen and Unplanned Pregnancy and *CosmoGirl.com* commissioned a survey of teens and young adults to explore electronic activity. This is the first public study of its kind to quantify the proportion of teens and young adults that are sending or posting sexually suggestive text and images.

The survey of those ages 13-26 was conducted by TRU, a global leader in research on teens and 20-somethings. The survey was fielded online to a total of 1,280 respondents—653 teens (ages 13-19) and 627 young adults (ages 20-26)—between September 25, 2008 and October 3, 2008.

Please visit www.TheNationalCampaign.org/sextech for additional data from the survey, relevant tips for teens and parents, and other related materials. Visit CosmoGirl.com for teen perspectives on sending and receiving sexually suggestive content. (For more information on the survey, please see page 5.)

KEY FINDINGS

Note: Unless otherwise stated, *teen* means ages 13-19 and *young adult* means ages 20-26.

A significant number of teens have electronically sent, or posted online, nude or semi-nude pictures or video of themselves.

How many teens say they have sent/posted nude or semi-nude pictures or video of themselves?

- ➔ 20% of teens overall
- ➔ 22% of teen girls
- ➔ 18% of teen boys
- ➔ 11% of young teen girls (ages 13-16)



Sending and posting nude or semi-nude photos or videos starts at a young age and becomes even more frequent as teens become young adults.

How many young adults are sending or posting nude or semi-nude images of themselves?

- ➔ 33% of young adults overall
- ➔ 36% of young adult women
- ➔ 31% of young adult men

Sexually suggestive messages (text, email, IM) are even more prevalent than sexually suggestive images.

How many teens are sending or posting sexually suggestive messages?

- ➔ 39% of all teens
- ➔ 37% of teen girls
- ➔ 40% of teen boys
- ➔ 48% of teens say they have received such messages

How many young adults are sending or posting sexually suggestive messages?

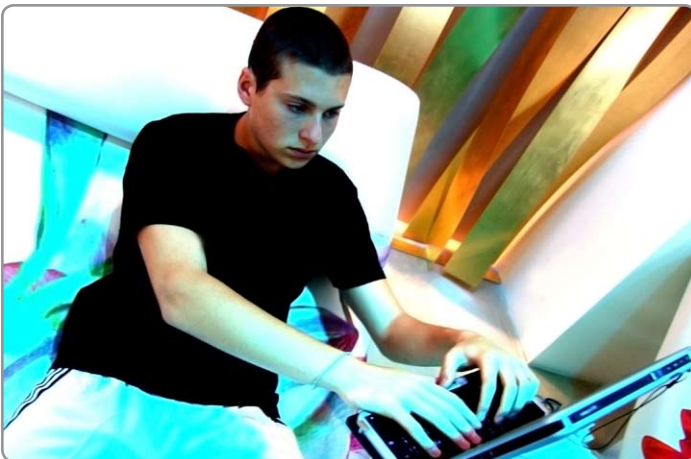
- ➔ 59% of all young adults
- ➔ 56% of young adult women
- ➔ 62% of young adult men
- ➔ 64% of young adults say they have received such messages

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Although most teens and young adults who send sexually suggestive content are sending it to boyfriends/girlfriends, others say they are sending such material to those they want to hook up with or to someone they only know online.

Who are these sexually suggestive messages and images being sent to?

- ➔ 71% of teen girls and 67% of teen guys who have sent or posted sexually suggestive content say they have sent/posted this content to a boyfriend/girlfriend.
- ➔ 21% of teen girls and 39% of teen boys say they have sent such content to someone they wanted to date or hook up with.
- ➔ 15% of teens who have sent or posted nude/semi-nude images of themselves say they have done so to someone they only knew online.
- ➔ 83% of young adult women and 75% of young adult men who have sent sexually suggestive content say they have sent/posted such material to a boyfriend/girlfriend.
- ➔ 21% of young adult women and 30% of young adult men who have sent/posted sexually suggestive content have done so to someone they wanted to date or hook up with.
- ➔ 15% of young adult women and 23% of young adult men who have sent sexually suggestive material say they have done so to someone they only knew online.



FIVE THINGS TO THINK ABOUT BEFORE PRESSING "SEND"

Don't assume anything you send or post is going to remain private.

Your messages and images will get passed around, even if you think they won't: 40% of teens and young adults say they have had a sexually suggestive message (originally meant to be private) shown to them and 20% say they have shared such a message with someone other than the person for whom it was originally meant.

There is no changing your mind in cyberspace—anything you send or post will never truly go away.

Something that seems fun and flirty and is done on a whim will never really die. Potential employers, college recruiters, teachers, coaches, parents, friends, enemies, strangers and others may all be able to find your past posts, even after you delete them. And it is nearly impossible to control what other people are posting about you. Think about it: Even if you have second thoughts and delete a racy photo, there is no telling who has already copied that photo and posted it elsewhere.

Don't give in to the pressure to do something that makes you uncomfortable, even in cyberspace.

More than 40% of teens and young adults (42% total, 47% of teens, 38% of young adults) say "pressure from guys" is a reason girls and women send and post sexually suggestive messages and images. More than 20% of teens and young adults (22% total, 24% teens, 20% young adults) say "pressure from friends" is a reason guys send and post sexually suggestive messages and images.

Consider the recipient's reaction.

Just because a message is meant to be fun doesn't mean the person who gets it will see it that way. Four in ten teen girls who have sent sexually suggestive content did so "as a joke" but many teen boys (29%) agree that girls who send such content are "expected to date or hook up in real life." It's easier to be more provocative or outgoing online, but whatever you write, post or send does contribute to the real-life impression you're making.

Nothing is truly anonymous.

Nearly one in five young people who send sexually suggestive messages and images, do so to people they only know online (18% total, 15% teens, 19% young adults). It is important to remember that even if someone only knows you by screen name, online profile, phone number or email address, that they can probably find you if they try hard enough.



Teens and young adults are conflicted about sending/posting sexually suggestive content—they know it's potentially dangerous, yet many do it anyway.

How do teens and young adults feel about sending/posting sexually suggestive content?

- ➔ 75% of teens and 71% of young adults say sending sexually suggestive content “can have serious negative consequences.”
- ➔ Yet, 39% of teens and 59% of young adults have sent or posted sexually suggestive emails or text messages—and 20% of teens and 33% of young adults have sent/posted nude or semi-nude images of themselves.

Teens and young adults are sending sexually explicit messages and images, even though they know such content often gets shared with those other than the intended recipient.

How common is it to share sexy messages and images with those other than the intended recipient?

- ➔ 44% of both teen girls and teen boys say it is common for sexually suggestive text messages to get shared with people other than the intended recipient.
- ➔ 36% of teen girls and 39% of teen boys say it is common for nude or semi-nude photos to get shared with people other than the intended recipient.
- ➔ 44% of young adult women and 50% of young adult men say it is common for sexually suggestive text messages to get shared with people other than the intended recipient.

- ➔ 48% of young adult women and 46% of young adult men say it is common for nude or semi-nude photos to get shared with people other than the intended recipient.

Young people who receive nude/semi-nude images and sexually suggestive texts and emails are sharing them with other people for whom they were never intended.

How many teens and young adults say they have been shown nude/semi-nude content originally meant for someone else?

- ➔ 38% of teen girls and 39% of teen boys say they have had sexually suggestive text messages or emails—originally meant for someone else—shared with them.
- ➔ 25% of teen girls and 33% of teen boys say they have had nude or semi-nude images—originally meant for someone else—shared with them.
- ➔ 37% of young adult women and 47% of young adult men have had sexually suggestive text messages or emails—intended for someone else—shared with them.
- ➔ 24% of young adult women and 40% of young adult men say they have had nude or semi-nude images—originally meant for someone else—shared with them.

Teens and young adults admit that sending/posting sexually suggestive content has an impact on their behavior.

Does sending sexually suggestive text and images affect what happens in real life?

- ➔ 22% of teens and 28% of young adults say they are personally more forward and aggressive using sexually suggestive words and images than they are in “real life.”
- ➔ 38% of teens and 40% of young adults say exchanging sexually suggestive content makes dating or hooking up with others more likely.
- ➔ 29% of teens and 24% of young adults believe those exchanging sexually suggestive content are “expected” to date or hook up.

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Teens and young adults give many reasons for sending/posting sexually suggestive content. Most say it is a “fun and flirtatious” activity.

Why do teens and young adults send or post sexually suggestive content?

- ➔ 51% of teen girls say pressure from a guy is a reason girls send sexy messages or images; only 18% of teen boys cited pressure from female counterparts as a reason.
- ➔ 23% of teen girls and 24% of teen boys say they were pressured by friends to send or post sexual content.

Among teens who have sent sexually suggestive content:

- ➔ 66% of teen girls and 60% of teen boys say they did so to be “fun or flirtatious”—their most common reason for sending sexy content.
- ➔ 52% of teen girls did so as a “sexy present” for their boyfriend.
- ➔ 44% of both teen girls and teen boys say they sent sexually suggestive messages or images in response to such content they received.
- ➔ 40% of teen girls said they sent sexually suggestive messages or images as “a joke.”
- ➔ 34% of teen girls say they sent/posted sexually suggestive content to “feel sexy.”
- ➔ 12% of teen girls felt “pressured” to send sexually suggestive messages or images.

Among young adults who have sent sexually suggestive content:

- ➔ 72% of young adult women and 70% of young adult men say they did so to be “fun or flirtatious.”
- ➔ 59% of young adult women sent/posted sexually suggestive content as a “sexy present” for their boyfriend.
- ➔ 41% of young adult women and 51% of young adult men say they sent sexy messages or images in response to such content they received.

5 TIPS TO HELP PARENTS TALK TO THEIR KIDS ABOUT SEX AND TECHNOLOGY

Talk to your kids about what they are doing in cyberspace.

Just as you need to talk openly and honestly with your kids about real life sex and relationships, you also want to discuss online and cell phone activity. Make sure your kids fully understand that messages or pictures they send over the Internet or their cell phones are not truly private or anonymous. Also make sure they know that others might forward their pictures or messages to people they do not know or want to see them, and that school administrators and employers often look at online profiles to make judgments about potential students/employees. It's essential that your kids grasp the potential short-term and long-term consequences of their actions.

Know who your kids are communicating with.

Of course it's a given that you want to know who your children are spending time with when they leave the house. Also do your best to learn who your kids are spending time with online and on the phone. Supervising and monitoring your kids' whereabouts in real life and in cyberspace doesn't make you a nag; it's just part of your job as a parent. Many young people consider someone a “friend” even if they've only met online. What about your kids?

Consider limitations on electronic communication.

The days of having to talk on the phone in the kitchen in front of the whole family are long gone, but you can still limit the time your kids spend online and on the phone. Consider, for example, telling your teen to leave the phone on the kitchen counter when they're at home and to take the laptop out of their bedroom before they go to bed, so they won't be tempted to log on or talk to friends at 2a.m.

Be aware of what your teens are posting publicly.

Check out your teen's MySpace, Facebook and other public online profiles from time to time. This isn't snooping—this is information your kids are making public. If everyone else can look at it, why can't you? Talk with them specifically about their own notions of what is public and what is private. Your views may differ but you won't know until you ask, listen, and discuss.

Set expectations.

Make sure you are clear with your teen about what you consider appropriate “electronic” behavior. Just as certain clothing is probably off-limits or certain language unacceptable in your house, make sure you let your kids know what is and is not allowed online either. And give reminders of those expectations from time to time. It doesn't mean you don't trust your kids, it just reinforces that you care about them enough to be paying attention.



DEFINITION OF TERMS

To ensure accurate interpretation, respondents were shown (and reminded of) the following definitions/explanations during the survey:

- **Sexually suggestive pictures/video:** semi-nude or nude personal pictures/video taken of oneself and not found on the Internet, or received from a stranger (like spam), etc.
- **Sexually suggestive messages:** sexually suggestive written personal texts, emails IMs, etc.—and not those you might receive from a stranger (like spam), etc.
- **Messages** only refers to those written electronically (in emails, texts, IMs, etc.)—and **pictures/video** only refers to those captured electronically (on a cell-phone or digital camera/camcorder), etc.

ABOUT THE SURVEY

This survey was fielded online to a total of 1,280 respondents—653 teens (ages 13-19) and 627 young adults (ages 20-26) between September 25, 2008 and October 3, 2008. It was conducted by TRU, a global leader in research on teens and 20-somethings.

At present, it is estimated that about 90% of teens and young adults are online. Respondents for this survey were selected from among those who have volunteered to participate in TRU's online surveys. Respondents were stratified according to the U.S. Census and the data have been weighted to reflect the demographic composition of teens and young adults. Respondents do not constitute a probability sample.

This document contains the precise language used in the survey and separate results for teens and young adults, as well as the total combined. For additional data, please visit www.TheNationalCampaign.org/sextech or contact The National Campaign at 202.478.8500.

SEX AND TECH

SEX AND TECH SURVEY QUESTIONNAIRE

1. Are you male or female?

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Male	49	51	50
Female	51	49	50

2. How old are you? _____

RANGE:	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
13-16	49	0	25
17-19	51	0	26
20-22	0	51	25
23-26	0	49	24

3. Which of the following, if any, do you have and use? *Please mark all that apply.*

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Computer (non-laptop)	79	71	75
Laptop computer	68	77	73
Cellphone	87	86	87
Smartphone (PDA, Blackberry, etc.)	13	23	18
Digital camera	80	82	81
Digital camcorder (video recorder)	29	26	27
MP3 Player (like iPod) without video	55	59	57
Video MP3 Player	50	33	42
Webcam	33	33	33
None of these	0	0	0



4. Do you:

		YES	NO	"Yes"		
				Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Have a profile on a social-networking site (like MySpace, Facebook, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	89	90	89
B	Have a profile on a dating or singles site (like match, cupid, or eHarmony)	<input type="checkbox"/>	<input type="checkbox"/>	3	16	9
C	View others' profiles/pictures on a social-networking site	<input type="checkbox"/>	<input type="checkbox"/>	85	85	85
D	View others' profiles/pictures on a dating/singles site	<input type="checkbox"/>	<input type="checkbox"/>	6	20	12
E	Write/update a personal blog	<input type="checkbox"/>	<input type="checkbox"/>	25	34	29
F	Regularly read others' personal blogs	<input type="checkbox"/>	<input type="checkbox"/>	33	50	41
G	Send/receive pictures or video on your cellphone	<input type="checkbox"/>	<input type="checkbox"/>	61	64	62
H	Send/receive pictures or video on a computer	<input type="checkbox"/>	<input type="checkbox"/>	80	83	81
I	Post photos online	<input type="checkbox"/>	<input type="checkbox"/>	78	79	79
J	Post videos online (like on YouTube)	<input type="checkbox"/>	<input type="checkbox"/>	38	31	35
K	Send/receive text messages	<input type="checkbox"/>	<input type="checkbox"/>	84	88	86
L	Watch TV shows online or on your MP3 Player	<input type="checkbox"/>	<input type="checkbox"/>	63	56	60

5. This survey will include questions about "sexy messages and pictures" (like suggestive pictures sent to a boyfriend/girlfriend, for example) – and will require you to answer them in order to finish. If you are not comfortable sharing your opinions about that, then we encourage you to stop the survey now. **Would you like to continue?**

Yes	<input type="checkbox"/>	
No	<input type="checkbox"/>	{TERM}

6. Thank you. Throughout this survey, it is **IMPORTANT** that you understand what we mean so that we interpret your answers correctly. Please keep the following in mind as you read and answer each question:

- ➔ Any time that we ask about "**sexy pictures/video**," we are talking about sexually suggestive, semi-nude, or nude personal pictures/video taken of oneself (alone or by a friend) – and not those found on the internet, received from a stranger (like spam), etc.
- ➔ And any time we say "**sexy messages**," we are talking about sexually suggestive written personal texts, emails, IMs, etc. – and not those you might receive from a stranger (like spam)
- ➔ Throughout this survey, **messages** only refers to those written electronically (in emails, texts, IMs, etc.) – and **pictures/video** only refers only to those captured electronically (on a cellphone or digital camera/camcorder).

{DESCRIPTIONS APPEARED ON MOUSEOVER THROUGHOUT QUESTIONNAIRE DURING SURVEY}

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7. How common would you say each of the following is among people your age?

		Not Common At All	Not Very Common	Fairly Common	Very Common	NET "Very" and "Fairly Common"		
						Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Sending sexy messages to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	66	78	72
B	Sharing sexy messages with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	44	47	45
C	Sending of sexy pictures/video of oneself to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	49	65	57
D	Posting sexy pictures/video of oneself online	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	44	51	47
E	Sharing sexy pictures/video with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	37	47	42

8. Do you think each of these activities is more common among guys, girls, or both the same?

		More Common Among GUYS	Both the Same	More Common Among GIRLS	"More Common Among GUYS"			"Both the Same"			"More Common Among GIRLS"		
					Teens (13-19) %	Young Adults (20-26) %	TOTAL %	Teens (13-19) %	Young Adults (20-26) %	TOTAL %	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Sending sexy messages to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	16	15	15	48	53	50	36	33	35
B	Sharing sexy messages with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	33	37	35	42	42	42	25	21	23
C	Sending of sexy pictures/video of oneself to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	6	9	8	28	32	30	66	58	62
D	Posting sexy pictures/video of oneself online	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	5	8	7	30	34	32	65	58	61
E	Sharing sexy pictures/video with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	29	35	32	42	42	42	29	24	27



9. What do you think are the reasons that **girls** send/post sexy messages or pictures/video of themselves? Please mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Get or keep a guy's attention	85	80	83
Guy pressured them to send it	47	38	42
As a "sexy" present for a boyfriend	74	73	73
To feel sexy	72	77	74
Get a guy to like them	76	66	71
Pressure from friends	23	16	20
To get positive feedback	57	56	57
To be fun/ flirtatious	78	76	77
To get noticed	80	79	79
In response to one she received	31	30	31
Other: _____	3	3	3
None of these / don't know	2	1	2

10. What do you think are the reasons that **guys** send/post sexy written messages or pictures/video of themselves? Please mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Get or keep a girl's attention	61	58	60
Girl pressured them to send it	18	18	18
As a "sexy" present for a girlfriend	48	49	48
To feel sexy	36	28	32
Get a girl to like them	57	48	53
Pressure from friends	24	20	22
To get positive feedback	48	45	46
To be fun/ flirtatious	56	57	56
To get noticed	49	50	49
In response to one he received	49	56	52
Other: _____	2	3	3
None of these / don't know	8	3	5

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11. How much do you agree or disagree that each of the following describes the activity of sending suggestive messages or nude/semi-nude pictures/video of oneself?

								NET "Strongly" and "Somewhat Agree"		
	{LIST RANDOMIZED}	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Don't Know	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Flirty	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	61	75	68
B	Gross	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	39	26	33
C	Hot	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	46	55	51
D	Lame	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	42	36	39
E	Stupid	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	57	50	54
F	Dangerous	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	67	65	66
G	Exciting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	49	59	54
H	Fun	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	43	56	49
I	Harmless	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	23	27	25
J	Immoral	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	40	28	34

12. How much do you agree or disagree that each of the following describes the people who send suggestive messages or nude/semi-nude pictures/video of themselves?

								NET "Strongly" and "Somewhat Agree"		
	{LIST RANDOMIZED}	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Don't Know	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Flirty	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	65	69	67
B	Gross	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	38	30	34
C	Hot	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	35	42	38
D	Lame	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	39	34	37
E	Stupid	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	54	44	49
F	Bold	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	55	66	60
G	Confident	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	46	52	49
H	Cool	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	19	19	19
I	Desperate	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	65	53	59
J	Funny	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	24	29	27
K	Immature	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	53	45	49
L	Insecure	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	55	47	51
M	Slutty	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	72	58	65



13. Which of the following, if any, have **you personally** ever done? *Please mark all that apply.*

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Sent a sexually suggestive message to someone (email, IM, text, etc.)	38	58	48
Posted a sexually suggestive message to someone's online profile (like on MySpace, Facebook, etc.)	11	17	14
NET sent/posted sexually suggestive messages.	39	59	49
Received a sexually suggestive message from someone (email, IM, text, etc.)	48	64	56
Shared a sexually suggestive message with someone other than the one(s) it was originally meant for	18	23	20
Had a sexually suggestive message (originally meant to be private) shared with me	39	42	40
None of these	39	25	32

14. Which of the following, if any, have **you personally** ever done? *Please mark all that apply.*

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Sent a nude or semi-nude picture/video (of yourself) to someone (via email, cellphone, etc.)	19	32	26
Posted a nude or semi-nude picture/video (of yourself) online (like on MySpace, Facebook, in a blog, etc.)	4	7	5
NET sent/posted a nude or semi-nude picture/video of yourself	20	33	27
Received a nude or semi-nude picture/video from someone (of himself/herself)	31	46	39
Shared a nude or semi-nude picture/video with someone other than the one(s) it was originally meant for	14	17	15
Had a nude or semi-nude picture/video (originally meant to be private) shared with me	29	32	30
None of these	55	38	46

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15. {ASKED IF SENT OR POSTED SEXY MESSAGES OR PIX/VIDEO TO SOMEONE}

To whom have you **sent/posted** suggestive messages or nude/semi-nude pictures/videos (of yourself)?
Please think about any/all of those you've ever sent/posted and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Boyfriend / Girlfriend	69	79	75
Someone I had a crush on	29	20	23
Someone I dated or hooked up with	39	37	38
Someone I just met	7	6	6
Someone I wanted to date or hook up with	30	26	27
One or more good friends	27	20	23
Someone I only knew online	15	19	18
Other: _____	2	4	3

16. {ASKED IF SENT OR POSTED SEXY MESSAGES OR PIX/VIDEO TO SOMEONE}

What are the reasons that you've **sent/posted** suggestive messages or nude/semi-nude pictures/videos (of yourself)?
Please think about any/all of those you've ever sent/posted and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Get a guy/girl's attention	25	26	26
Pressured to send it	10	6	7
As a "sexy" present for a boyfriend/girlfriend	43	53	49
To feel sexy	24	23	23
Get a guy/girl to like me	17	13	15
As a joke	38	26	31
To get positive feedback	25	21	23
To be fun/ flirtatious	63	71	68
To get noticed	13	12	12
In response to one that was sent to me	44	47	46
Other: _____	2	2	2
Don't know	2	1	2



17. {ASKED IF RECEIVED SEXY MESSAGES OR PIX/VIDEO FROM SOMEONE}

From whom have you **received** suggestive messages or nude/semi-nude pictures/videos? Please think about any/all of those you've ever received and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Boyfriend / Girlfriend	55	67	62
Someone I had a crush on	22	16	19
Someone I dated or hooked up with	34	36	35
Someone I just met	15	14	14
Someone who wanted to date or hook up with me	43	37	40
One or more good friends	33	28	30
Someone I only knew online	23	25	24
Other: _____	2	3	3

18. {ASKED IF RECEIVED SEXY MESSAGES OR PIX/VIDEO FROM SOMEONE}

Thinking about suggestive messages or nude/semi-nude pictures/videos that you ever **received**, how did getting them make you feel? Please think about any/all of those you've ever received and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Amused	54	52	53
Angry	6	3	4
Creeped out	22	17	19
Disappointed	7	4	5
Embarrassed	14	12	13
Excited	44	55	50
Grossed out	18	12	15
Happy	40	37	38
Included	12	9	10
Scared	4	5	5
Surprised	55	49	52
Turned on	53	57	56
Turned off	15	13	14
More interested in dating sender	22	22	22
More interested in hooking up with sender	27	32	29
Less interested in dating sender	13	10	11
Less interested in hooking up with sender	14	10	12
Other: _____	4	1	3

SEX AND TECH

19. {ASKED IF SHARED SEXY MESSAGES OR PIX/VIDEO WITH SOMEONE}

With whom have you **shared** suggestive messages or nude/semi-nude pictures/videos (that were sent to you or shared with you)? Please think about any/all of those you've ever shared and mark all that apply.

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Close friend(s)	91	87	89
Other friend(s)	23	21	22
Family (brother/sister, cousin, etc.)	13	18	16
Connected friends (like on MySpace, Facebook, etc.)	17	13	15
Everyone (in a public blog, public networking profile, etc.)	2	2	2
Other: _____	2	2	2

20. What are the reasons you would be concerned about sending or posting **sexy messages or pictures/video** of yourself? Please mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Already had a bad experience	6	3	4
Could disappoint family	68	46	57
Could disappoint friends	46	24	35
Could disappoint teacher/coach	38	10	24
Could hurt my relationship or chances with someone I like	63	44	53
Could hurt my reputation	74	63	69
Could hurt my family's reputation	53	35	44
Could get in trouble with the law	46	26	36
Could get in trouble at school	48	13	31
College recruiter might see	43	10	27
Potential (or current) employer might see	51	49	50
Potential embarrassment	77	70	73
Might regret it later	83	76	79
Might make people think I'm slutty in real life	63	42	53
Other: _____	7	6	6
Don't know	7	5	6



21. How much do you agree or disagree with each of the following statements?

								NET "Strongly" and "Somewhat Agree"		
{LIST RANDOMIZED}								Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	There is pressure among people my age to post sexy pictures/video in their networking site profiles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	43	38	40
B	Personal sexy messages and pictures/video usually end up being seen by more than just those to whom they were sent	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	72	68	70
C	One has to be aware that sexy messages and pictures/video may end up being seen by more than just the intended recipient(s)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	79	79	79
D	Girls have to worry about privacy (of sexy messages and pictures/video) more than guys do	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	63	65	64
E	<u>People my age</u> are more forward/aggressive using sexy messages and pictures/video than they are in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	61	66	64
F	Sending personal sexy messages and pictures/video is no big deal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	19	26	22
G	Sending personal sexy messages and pictures/video can have serious negative consequences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	75	71	73
H	My friends have sent sexy pictures/video to someone	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	43	49	46
I	My friends have posted sexy pictures/video on the internet	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	38	38	38
J	People who exchange sexy messages or pictures/video are more likely to date or hook up with each other in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	38	40	39
K	People who exchange sexy messages or pictures/video are expected to date or hook up with each other in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	29	24	27
L	<u>I am</u> more forward/aggressive using sexy messages and pictures/video than I am in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	22	28	25
M	<u>I am</u> more forward/aggressive using sexy messages and pictures/video than I would be if the technology were not available	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	24	34	29

SEX AND TECH

22. Which of the following best describes your current relationship status?

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Not in a relationship	68	36	52
In a casual/dating relationship	15	13	14
In a serious relationship	17	34	25
Married	0	17	9

23. What state do you live in?

Alabama	<input type="checkbox"/> 1	Illinois	<input type="checkbox"/> 14	Montana	<input type="checkbox"/> 27	Rhode Island	<input type="checkbox"/> 40
Alaska	<input type="checkbox"/> 2	Indiana	<input type="checkbox"/> 15	Nebraska	<input type="checkbox"/> 28	South Carolina	<input type="checkbox"/> 41
Arizona	<input type="checkbox"/> 3	Iowa	<input type="checkbox"/> 16	Nevada	<input type="checkbox"/> 29	South Dakota	<input type="checkbox"/> 42
Arkansas	<input type="checkbox"/> 4	Kansas	<input type="checkbox"/> 17	New Hampshire	<input type="checkbox"/> 30	Tennessee	<input type="checkbox"/> 43
California	<input type="checkbox"/> 5	Kentucky	<input type="checkbox"/> 18	New Jersey	<input type="checkbox"/> 31	Texas	<input type="checkbox"/> 44
Colorado	<input type="checkbox"/> 6	Louisiana	<input type="checkbox"/> 19	New Mexico	<input type="checkbox"/> 32	Utah	<input type="checkbox"/> 45
Connecticut	<input type="checkbox"/> 7	Maine	<input type="checkbox"/> 20	New York	<input type="checkbox"/> 33	Vermont	<input type="checkbox"/> 46
Delaware	<input type="checkbox"/> 8	Maryland	<input type="checkbox"/> 21	North Carolina	<input type="checkbox"/> 34	Virginia	<input type="checkbox"/> 47
District of Columbia	<input type="checkbox"/> 9	Massachusetts	<input type="checkbox"/> 22	North Dakota	<input type="checkbox"/> 35	Washington	<input type="checkbox"/> 48
Florida	<input type="checkbox"/> 10	Michigan	<input type="checkbox"/> 23	Ohio	<input type="checkbox"/> 36	West Virginia	<input type="checkbox"/> 49
Georgia	<input type="checkbox"/> 11	Minnesota	<input type="checkbox"/> 24	Oklahoma	<input type="checkbox"/> 37	Wisconsin	<input type="checkbox"/> 50
Hawaii	<input type="checkbox"/> 12	Mississippi	<input type="checkbox"/> 25	Oregon	<input type="checkbox"/> 38	Wyoming	<input type="checkbox"/> 51
Idaho	<input type="checkbox"/> 13	Missouri	<input type="checkbox"/> 26	Pennsylvania	<input type="checkbox"/> 39		

U.S. REGION:

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
East	28	27	28
South	24	29	26
Midwest	17	18	17
West	31	27	29

24. Which of the following best describes where you live?

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Urban, city environment	32	43	37
Suburban or town/village environment near a city	53	41	47
Rural or small town environment	15	16	15



25. Are you... {MULTIPLE RESPONSES ALLOWED}

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Alaskan Native or American Islander	0	0	0
Asian or Pacific Islander	13	11	12
Black / African-American	7	7	7
Hispanic / Latino	11	10	11
White or Caucasian	72	74	73
Other	4	2	3

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DROUIN EXHIBIT 7



Original article

Sexting Among Young Adults

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ABSTRACT

Purpose: Sexting has stirred debate over its legality and safety, but few researchers have documented the relationship between sexting and health. We describe the sexting behavior of young adults in the United States, and examine its association with sexual behavior and psychological well-being.

Methods: Using an adapted Web version of respondent-driven sampling, we recruited a sample of U.S. young adults (aged 18–24 years, N = 3,447). We examined participant sexting behavior using four categories of sexting: (1) nonsexters, (2) receivers, (3) senders, and (4) two-way sexters. We then assessed the relationships between sexting categories and sociodemographic characteristics, sexual behavior, and psychological well-being.

Results: More than half (57%) of the respondents were nonsexters, 28.2% were two-way sexters, 12.6% were receivers, and 2% were senders. Male respondents were more likely to be receivers than their female counterparts. Sexually active respondents were more likely to be two-way sexters than non-sexually active ones. Among participants who were sexually active in the past 30 days, we found no differences across sexting groups in the number of sexual partners or the number of unprotected sex partners in the past 30 days. We also found no relationship between sexting and psychological well-being.

Conclusions: Our results suggest that sexting is not related to sexual risk behavior or psychological well-being. We discuss the findings of this study and propose directions for further research on sexting.

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IMPLICATIONS AND CONTRIBUTION

We investigated sexting behavior among young adults in the United States using four categories: nonsexters, receivers, senders, and two-way sexters. Our findings provide evidence that sexting is prevalent among young adults, but does not appear to be related to sexual risk or psychological well-being.

Sexting, which describes sharing sexually suggestive photos or messages through cell phones and other mobile media [1], is rapidly becoming part of the dating process [2]. Recently, this behavior has stirred substantial concern over its legality and safety [3,4]. Although existing surveys document the prevalence among young adults (YAs) and demographic characteristics associated with sexting, there is little systematic research on the

relationship between sexting and health behaviors commonly assumed to be linked to sexting (e.g., mental health, sexual behaviors). It is critical to understand this relationship to determine whether and how public health resources should be devoted to sexting.

Since 2009, cross-sectional studies have examined the prevalence of sexting behavior among teens and YAs [2,5–7]. Most recently, Lenhart [7] found that 13% of those aged 18 to 29 years had sent sexually suggestive nude or seminude images via cell phones and 31% had received these messages. Researchers also found that men were more likely to have received sexts (21%) than women (11%), and African American and Hispanic adults had higher odds of receiving sexts (27% and 22%, respectively)

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than whites (12%). Frequent users of cell phones and social networking technology and single adults reported sexting more than low-technology users or married adults [7].

In an MTV-sponsored study, researchers found that 45% of youth (aged 14–24 years) who reported having sex in the past week also reported sending at least one sext [5]. They also found that sexually active youth were twice as likely to share naked photos compared with their non-sexually active peers [5]. Although informative, these findings do not elucidate whether sexting is related to self-reported sexual risk behaviors. Researchers have proposed three perspectives regarding the relationship between sexting and sexual behavior: (1) sexting may lead to risky sexual behaviors such as early sexual initiation and less contraceptive use [8], (2) sexting may be a safer sex behavior if it is used in lieu of physical contact [2], or (3) sexting may reflect a new medium for the long-standing practice of photo sharing in romantic and sexual relationships and have no association with safer or riskier sex behaviors [1]. It is vital to understand how sexting is related to sexual behaviors, as it could be promoted as a safer sex behavior or become a focus of intervention to prevent risky sexual behavior.

Media reports and scholars have also proposed a relationship between sexting and psychological well-being [9–11]. Some researchers suggest that mental health is connected to youth's motivation to sext. People with social anxiety may prefer texting to voice calls as a medium for intimate contact, and may also prefer sexting as a medium for sexual contact [4,12]. Other researchers and the media raise concern over the psychological consequences of sexting. The spread of sext messages beyond the original recipient and pressure to sext are both common occurrences [5,6] and may be related to subsequent psychological distress [3,13]. In addition, a number of dating violence education programs have included unwanted text and sext messages in their definitions of dating violence [12,13]. To date, researchers have not tested the relationship between sexting and symptoms of psychological well-being directly. The absence of such data is a concerning gap in our understanding, given that if sexting is related to adverse mental health, intervention is critical to prevent or mitigate negative outcomes.

Study Goals and Objectives

Our study has three goals. First, we describe the prevalence of sexting in a large national sample of 18–24-year-old YAs in the United States. We break sexting into four categories: (1) nonsexters (neither sent nor received a sext), (2) senders (sent but never received a sext), (3) receivers (received but never sent a sext), and (4) two-way sexters (both sent and received a sext). Second, we examine whether participants who engage in different sexting behaviors differ in their sociodemographic characteristics. Finally, we test the association between YAs' sexting behaviors, sexual behavior, and psychological well-being. We discuss the implications of sexting for YAs and suggest directions for both research and practice.

Methods

Sampling

Participants were recruited using a Web-based respondent-driven sampling (RDS) strategy [14]. To be eligible for the study, respondents had to be aged between 18 and 24 years, live in the

United States, and have access to the Internet. The first wave of participants (seeds) was recruited through an online Facebook advertisement. We selected 22 seeds based on race/ethnicity and region of the United States to ensure that initial networks were diverse and not concentrated in a single region. The remainder of the sample was recruited through referral chains. The full sample ($N = 3,447$) included 52% male respondents, with a racial breakdown of 70% white, 12% Asian/Pacific Islander, 9% Hispanic/Latino, and 5% black/African American. The majority of participants identified as heterosexual (93.9%). The average age of participants was 20 (standard deviation = 1.77) years, and more than half of the participants had completed some college education or more (66%). On average, the respondents spent between 3 and 4 hours per day on the Internet, outside of school and work, and communicated with 47% of their contacts via phone or text message.

Procedures

Each prospective participant logged into the survey portal using a unique identifying number and completed a short eligibility screener. Eligible participants consented to the study and completed the survey. On average, the questionnaire took 37 minutes to complete. YAs received a VISA e-gift card for their participation (\$20) and an additional \$10 each for up to five additional YAs who they referred to the study and who completed the questionnaire. Data were protected with a 128-bit SSL encryption and kept on a secure server protected by firewall at the University of Michigan. Data quality checks were performed to circumvent duplicate and fraudulent entries [14,15]. The study was approved by the institutional review board of the University of Michigan.

Measures

Sexting. Respondents answered two questions regarding their lifetime sexting behavior. Using definitions provided by the Pew Internet and American Life Project [7], we asked participants whether they had ever sexted (i.e., sent a sexually suggestive nude or nearly nude photo or video of themselves to someone else) using their cell phones. Then, we asked whether they had ever received a sext (i.e., a sexually suggestive nude or nearly nude photo or video of someone else they know) on their cell phones. We created a lifetime sexting behavior status variable using four categories: (1) nonsexters, (2) senders, (3) receivers, and (4) two-way sexters.

Sexual behavior. Sexual (genital) experience was defined as oral sex: "any mouth to genital contact," vaginal sex: "male putting his penis in a female's vagina or a female putting a finger, dildo, or other object into another female's vagina," and anal sex: "male putting his penis into someone else's anus or female putting a finger, dildo, or other object into another female's anus." Two questions asked participants whether they "ever had sexual (genital) experiences with a male" and whether they "ever had sexual (genital) experiences with a female." Participants who answered yes to any of the questions were coded as "sexually active," whereas those who answered no to both questions were coded as "not sexually active." Sexually active youth reported the number of male and female partners they had in the past 30 days. We calculated the total number of sexual partners in past 30 days by adding the reported number for male and female partners. To distinguish lifetime sexual behavior from recent sexual behavior, we created a dichotomous variable (0 = no, 1 = yes) that identi-

fied whether respondents had one or more partners in the past 30 days. Participants also reported the number of unprotected sex partners in the past 30 days for vaginal sex and for anal sex. We calculated the proportion of unprotected sex partners by dividing participants' number of unprotected partners for vaginal sex and anal sex, respectively, by their total reported partners in the past 30 days. We used these proportions as indicators of sexual risk behavior.

Depression. Depressive symptoms in the past week were assessed using an 11-item short form of the Center for Epidemiologic Studies Depression scale [16,17]. We selected this short form to limit the number of survey items and reduce participant burden. Items (e.g., "I felt that everything I did was an effort") were scored on a four-point scale: 1 = rarely or none of the time (<1 day), 4 = most or all the time (5–7 days). Mean depression score was calculated by reverse scoring positively worded items (e.g., "I felt hopeful about the future") and creating a mean composite score. High scores indicated high depression symptoms in the past week ($\alpha = .82$).

Anxiety. Anxiety symptoms were measured using the anxiety subscale of the Brief Symptom Inventory [18]. Participants reported how often in the past week they had experienced signs of anxiety, such as "nervousness or shakiness inside," using a 5-point scale (1 = never, 5 = very often). We computed a mean total anxiety score, where higher scores indicated higher anxiety symptoms ($\alpha = .90$).

Self-esteem. We assessed self-esteem using the 10-item Rosenberg Self-Esteem Scale [19]. Participants responded to items (e.g., "I feel I have a number of good qualities") on a four-point scale (1 = strongly disagree, 4 = strongly agree). We created a mean composite self-esteem score. Higher scores indicated higher self-esteem ($\alpha = .87$).

Sociodemographic characteristics. Participants reported their biological sex, highest education level, and whether they were Hispanic/Latino, followed by their race/ethnicity. Participants also reported their sexual orientation (straight/heterosexual, gay/lesbian/homosexual, bisexual or other). We recoded sexual orientation into two categories: heterosexual and homo-/bisexual (other responses were excluded from the analysis, $n = 5$). We calculated participant age by subtracting their month and year of birth from the date of study participation.

Internet use. Participants reported, on average, how many hours per day they spent on the Internet for personal use (1 = no hours to 8 = ≥ 16 hours).

Phone/texting communication. We asked participants how many YAs they had contact with in the past 3 months, and of those who they were in contact with, how many they usually communicated with via phone or text. We divided the number of phone/text contacts by the total number of contacts in the past 3 months to compute a proportion of contacts phoned/texted.

Data analytical approach

Participants recruited through RDS are linked by their recruitment chains and are therefore correlated. We computed a statistical weight (RDS2) to correct for clustering that resulted from

the network-referral procedures [20]. Using RDS2, the data are weighted by participants' network characteristics, such as the number of YAs whom the participants know, the proportion of youth with whom they interact with online, and racial homogeneity of their networks. After adjusting for these network-level intercorrelations with the RDS2 weights, our final analytical sample comprised 827 individuals.

We performed descriptive statistics for study variables on both the full ($n = 3,447$) and the weighted ($n = 827$) samples and performed an attrition analysis for those with missing sexting data. All variables were normally distributed, except for the number of partners in the past 30 days (skewness = 15.6); this variable was log transformed to correct for positive skew. In subsequent analyses, we weighted the RDS2 weight [20]. Data were analyzed in three steps. First, we used cross tabs to examine the intersection between sending and receiving a sext message, and to create sexting status categories. Second, we analyzed bivariate relationships between sexting status and variables of interest. For continuous variables, we used analysis of variance, with post hoc Scheffe tests to compare mean scores across sexting groups. We tested the association between sexting and categorical variables using χ^2 tests and odds ratios (ORs). Third, we performed multinomial regression analysis that tested the relationship between sexting status and each sexual health outcome, depression, anxiety, and self-esteem, after accounting for all demographic variables, Internet use, and proportion of contacts phoned/texted. Multivariate and bivariate analysis results were the same for all predictors. For brevity, we report only bivariate and statistically significant results ($p < .05$).

Results

Attrition analyses

Of the 827 respondents in the weighted sample, 760 (91.7%) answered both questions on sexting, whereas 67 (8.3%) had missing data for one or both of the sexting items. A greater percentage of male respondents (10.8%) had missing data when compared with their female counterparts (5.7%, $\chi^2_{(1)} = 6.9$), and more non-sexually active participants (15%) had missing data than their sexually active counterparts (5.3%, $\chi^2_{(1)} = 21.6$). Additionally, those with missing data had fewer sexual partners in the past 30 days (mean difference in log number of partners = .15, $t = 3.15$), a lower proportion of unprotected vaginal sex partners (mean difference = .076, $t = 3.26$), and lower self-esteem (mean difference = .17, $t = 2.32$) when compared with those who responded to both sexting questions. We found no differences by race, sexual orientation, age, education level, daily hours spent on the Internet, proportion of contacts phoned/texted, anxiety, or depression. Only participants with full sexting data available were included in analyses; demographic characteristics are displayed in Table 1.

Sexting behavior and demographics

More than half (57%) of the respondents were nonsexters, 28.2% were two-way sexters, 12.6% were receivers, and 2% were senders (Table 2). Owing to small cell size ($n = 15$), we excluded senders from subsequent analyses.

Results from bivariate analyses are presented in Table 3. Sexting behavior differed by sex ($\chi^2_{(2)} = 11.3$, $p < .05$) and race/ethnicity ($\chi^2_{(8)} = 31.4$, $p < .001$). Male respondents were

Table 1
Descriptives for participants included in analysis (n = 760)

Variable	Mean (standard deviation)/n (%)	Range
Sex		
Male	373 (49.6%)	
Female	379 (50.4%)	
Race		
Black/African American	38 (5.0%)	
White	527 (70.4%)	
Asian/Pacific Islander	84 (11.2%)	
Hispanic/Latino	66 (8.9%)	
Other	34 (4.5%)	
Sexual orientation		
Heterosexual	708 (93.8%)	
Homo-/bisexual	47 (6.2%)	
Age	20.8 (1.77)	
Education	3.57 (1.28)	0–6
Daily Internet use	3.88 (1.27)	1–8
Proportion of contacts phoned/texted	.50 (.32)	0–1
Sexually active		
Yes	520 (70.2%)	
No	221 (29.8%)	
Sexually active (past 30 days)		
Yes	349 (52.9%)	
No	392 (47.1%)	
Natural Log of partners (past 30 days) ^a	.68 (2.11)	
Proportion of unprotected vaginal sex partners (past 30 days) ^a	.12 (.24)	0–1
Proportion of unprotected anal sex partners (past 30 days) ^a	.30 (.14)	0–1
Depression	1.93 (.53)	1–4
Anxiety	1.90 (.83)	1–5
Self-esteem	3.05 (.55)	1–5
Sent a sext		
Yes	229 (30.1%)	
No	531 (69.9%)	
Received a sext		
Yes	310 (40.8%)	
No	450 (59.2%)	

^a Among those sexually active in the past 30 days.

more likely to be receivers than their female counterparts (OR = 2.2, $p = .001$), but we found no differences by sex for nonsexters or for two-way sexters. A greater number of Asian/Pacific Islanders reported never sexting compared with other race/ethnicities. Compared with whites, Asian/Pacific Islanders showed five times greater odds of being a nonsexter than a two-way sexter (OR = 5.4, $p < .001$). We found no differences in sexting behavior by age, sexual orientation, education, daily hours spent on the Internet, or proportion of contacts phoned/texted.

Sexing and sexual behavior

We found an association between lifetime sexual activity and sexting behavior ($\chi^2_{(2)} = 105$, $p < .001$). Receivers were three times more likely to be sexually active (OR = 3.2, $p < .001$) compared with nonsexters. Two-way sexters were 14 times more likely to report lifetime sexual activity (OR = 14.3, $p < .001$) compared with non-sexters. Similarly, recent sexual activity, in the past 30 days, was also associated with sexting behavior ($\chi^2_{(2)} = 76$, $p < .001$). When we assessed only those respondents who reported being sexually active in the past 30 days, we found no association between sexting behavior and number of part-

ners, proportion of unprotected vaginal sex, or proportion of unprotected anal sex partners.

Sexing behavior and psychological well-being

We found no differences across sexting groups in depression ($F_{2,714} = 1.08$, $p = .34$), anxiety ($F_{2,714} = .141$, $p = .87$), or self-esteem ($F_{2,713} = .988$, $p = .37$).

Discussion

We examined YAs' sexting behavior and its association with health. Our results indicate that sexting is a prevalent behavior among YAs, and show slightly higher rates of sending and receiving sexts than other recent findings [7]. We found that 30% of the YAs in our sample had sent a sext and 41% had received a sext, compared with 13% sending and 31% receiving sexts in the Lenhart study [7]. These differences may be attributable to age differences in the samples. Lenhart's findings focused on individuals aged 18–29 years, whereas our sample focused on those aged 18–24 years. It is also possible that sexting is increasing owing to technological advances. Sending photos and videos via cell phones increased from 2010 to 2011 (36%–54%) [21], and it is plausible that sexting is following that trend. Longitudinal data are needed for us to know whether sexting is increasing among YAs. Our results also suggest that sexting is most often a reciprocal behavior. Among those participants who had ever sent or received a sext, 66% reported both sending and receiving sexts. Given findings that most young men and women report sharing sexts within a dating relationship [6,22], it is likely that our findings reflect sexting between romantic partners.

Similar to Lenhart [7], we found that young men are more likely than young women to receive a sext without sending one. These results could be attributed in part to young men receiving photos that were originally intended for someone else. Researchers have found that 40% of men (vs. 24% of women) reported receiving second-hand sext content, and that 14% of men had received a mass sext, whereas only 9% of women reported this [5,6]. When men receive forwarded sexts, they may not be a part of a reciprocal sexting relationship and therefore do not send contents in return. This finding may also reflect sexual objectification [23] being enacted through technology. Qualitative research may be warranted to obtain more in-depth information about this pattern of sexting behavior.

Our findings on the relationship between sexting and sexual behavior support the perspective that sexting is a part of YAs' sexual relationships, but is not necessarily correlated with riskier or safer behavior. Although some teens report sexting as a substitute for physical contact [2], this use for sexting may not be common among YAs. Consistent with other studies [5], we found that YAs who are sexually active are more likely to sext than those who are not sexually active. Two explanations for this

Table 2
Count and percentage of "ever sent a sext" crossed with "ever received a sext"

Sent a sext	Received a sext		
	No (%)	Yes (%)	Total (%)
No	435 (57.2)	96 (12.6)	531 (69.9)
Yes	15 (2.0)	214 (28.2)	229 (30.1)
Total	450 (59.2)	310 (40.8)	760 (100.0)

Table 3

Sexing status by demographics, sexual behavior, and psychological well-being

Variable	Sexing status M (standard deviation)/n (%)			Tests of association F/ χ^2 (df)
	Never	Receive only	Both	
Sex				11.33 (2) ^a
Male	205 (55.4%)	63 (17.0%)	102 (27.6%)	
Female	224 (61.0%)	32 (8.7%)	111 (30.2%)	
Race				31.41 (8) ^a
Black/African American	18 (50.0%)	4 (11.1%)	14 (38.9%)	
White	290 (56.2%)	70 (13.6%)	156 (30.2%)	
Asian/Pacific Islander	71 (85.5%)	5 (6.0%)	7 (8.4%)	
Hispanic/Latino	31 (47.7%)	10 (15.4%)	24 (36.9%)	
Other	18 (56.3%)	4 (12.5%)	10 (31.3%)	
Sexual orientation				2.64 (2)
Heterosexual	409 (58.9%)	91 (13.1%)	194 (28.0%)	
Homo-/bisexual	23 (50.0%)	5 (10.9%)	18 (39.1%)	
Age	20.8 (1.77)	20.4 (1.71)	20.8 (1.80)	1.97 (2, 739)
Education	3.6 (1.32)	3.40 (1.28)	3.63 (1.17)	1.06 (2, 741)
Daily Internet use	3.9 (1.25)	3.95 (1.30)	3.91 (1.27)	.34 (2, 741)
Proportion of contacts phoned/texted	.48 (.33)	.52 (.32)	.52 (.32)	1.92 (2, 742)
Sexually active				104.78 (2) ^a
Yes	46.5%	14.8%	38.8%	
No	85.9%	8.6%	5.5%	
Sexually active (past 30 days)				76.28 (2) ^a
Yes	42.4%	14.4%	43.2%	
No	72.6%	11.4%	16.0%	
Natural Log partners (past 30 days) ^b	.76 (.33)	.81 (.28)	.81 (.34)	.74 (2, 338)
Proportion of unprotected vaginal sex partners (past 30 days) ^b	.24 (.29)	.25 (.30)	.3 (.31)	2.48 (2, 305)
Proportion of unprotected anal sex partners (past 30 days) ^b	.04 (.17)	.06 (.17)	.1 (.23)	2.47 (2, 336)
Depression	1.9 (.53)	1.9 (.54)	2.0 (.55)	1.08 (2, 714)
Anxiety	1.9 (.81)	1.9 (.86)	1.9 (.83)	.14 (2, 714)
Self-esteem	3.1 (.55)	3.1 (.55)	3.1 (.55)	.99 (2, 713)

^a Significant at $\alpha = .05$.^b Among those sexually active in the past 30 days.

finding are possible: (1) when sexting is used to flirt with potential partners, it may precede or initiate sexual relationships [6], or (2) sexually active YAs may engage in a range of sexual behavior, including sexting. Additional research is needed on sexting and sexual relationships, as our cross-sectional data do not address this debate. Although sexting is correlated with lifetime and 30-day sexual activity, our results suggest that this does not necessarily translate into risky behavior. Although some researchers argue that exposure to sexual images in traditional media (e.g., television, movies, and magazines) and new media may lead to sexual risk [8], we found that sexting was not associated with more sexual partners or a higher proportion of unprotected sex partners for either vaginal sex or anal sex in the past 30 days.

Researchers have proposed that mental health issues may be related to sexting [4,9,12,13]. Our findings suggest that sexting is not associated with depression, anxiety, or self-esteem. In our sample, YAs who sexted and those who did not sext reported similar outcomes for these mental health indicators. However, it is possible that sexting could be problematic under some conditions. Scholars argue that the lack of control after a sext is sent or pressure by sexual partners to sext may contribute to psychological distress and mental health concerns [2,3,5]. Media reports have noted that when a sext spreads to an unintended audience, it may create psychological distress and suicide intentions [10,11]. Given that our data do not address these specific situations, future research exploring pressure to sext or viral sexts will help identify when sexting may result in deleterious mental health outcomes.

Although our study is one of the first to examine the effects of sexting on YAs' well-being, several limitations of our study

should be noted. First, this study was cross sectional and does not establish causal relationships between sexting and either sexual health or mental health. Nevertheless, our findings suggest that longitudinal research is warranted. Second, owing to our sampling methods, some racial and educational groups were under-represented, and our results may not be generalizable to the YA population as a whole. Yet very few national studies of sexting and health correlates have been conducted, and our findings offer a more in-depth examination of this behavior than other studies on a national scale. Third, we were not able to include senders in our analysis. Although we were unable to examine whether senders were different from their counterparts, our results add to our understanding of this behavior by revealing that sending a sext without receiving in return may not be a common practice for YAs.

Our study introduces sexting behavior categories (nonsexters, receivers, senders and two-way sexters) as a way to conceptualize sexting. We provide an initial effort to examine sexting and its relationship with sexual risk behavior and psychological well-being, but further research is needed to provide a more in-depth understanding of this behavior. Qualitative research that examines relationship contexts and motivation for sexting has been published for the teen population [2] and is also needed for YAs. A richer understanding of whom sexts are sent to, or received from, and why YAs sext may help explain gender differences in sexting and add insight into the relationship between sexting and sexual behavior. We did not find a relationship between sexting and depression, anxiety, or self-esteem, but further research is needed to examine the association between sexting and mental health. As mentioned earlier in the text, pressure to sext and viral sexts may present mental health risks,

but, to date, there are no studies that address these specific situations. Finally, our study included YAs only as young as 18 years of age, and we did not find age effects in any analysis. Nevertheless, individuals in their early and middle adolescence may have different health correlates with sexting because they are in a period of establishing a sexual identity [24]. Research on sexting including younger adolescents would be useful to see whether it influences sexual behaviors during this developmental period. Our results confirm that sexting is a prevalent behavior among YAs; however, we do not have enough information yet to inform health education programs or to determine whether sexting among YAs is a behavior that demands a share of public health's limited intervention resources. Future research in this area is warranted.

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